NOVEMBER/DECEMBER 2023

23PCM12 — DIGITAL MARKETING

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

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1. Define the term digital marketing.
2. Write a short note on IoT.
3. Give the name of 4 P's.
4. Define the term consumer.
5. What is metaverse marketing?
6. State any two uses of P interest.
7. Define the term CRM.
8. State any four characteristics of online consumer behaviour.
9. Explain the term digital brand analysis.
10. Write a short note on challenges of gamification.

SECTION B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) "Digital marketing as a tool of digital e-business". Explain.

Or

(b) Analyse in brief the hyperlocal marketing advantages.

12. (a) How can you segment the market on the basis of area? Explain its problems.

Or

(b) Discuss in details about the problems facing in online shopping of consumers.

13. (a) List the forms of social network platforms.

Or

(b) Analyse the recent trends in marketing through Instagram.

14. (a) Describe the models of website visits.

Or

(b) Explain the drawbacks of electronic consumer relationship management.

15. (a) Critically examine the components of digital brand analysis.

Or

(b) State the features of consumer generated media and opinion leaders.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Monitor the growth of e-business to advanced e-commerce.

17. Briefly explain the website characteristics affecting online purchase decisions.

18. Discuss in details about the different types of emails in digital marketing.

19. Evaluate the role and process of electronic consumer relationship management.

20. Write a short note on :
    (a) Peer review
    (b) Word of mouth
    (c) Gamification
    (d) Digital analytics
    (e) Influence Analytics.

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